



Minutes Committee for Youth, Families and Community Marketing Sub-Committee April 12, 2011

Minutes of the Marketing Sub-Committee for Youth, Families and Community held April 12, 2011 at the Tempe Public Library Connections Program Room, 3500 S. Rural Road, Tempe, Arizona.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Lauren Johnson, Community Bridges
Nancy Rodriguez, Tempe Municipal Court
Roni Alexander, City of Tempe Social Services
Sean Donovan, Tempe Chamber of Commerce
Kelsey Wolf, Intern
Bobbie Cassano, Tempe Coalition

MEMBERS Absent:

Celeste Plumlee, Tempe Resident
Amanda Hamm, Kyrene School District
Sheran Mattson, Mattson Resource Development
Maria Holmes, Association for Supportive Childcare
Kelley Lind, Cardon Children's Medical Center

Meeting convened at 3:05 p.m.

Agenda Item 1- Call Meeting to Order and Introductions

Bobbie Cassano called the meeting to order and welcomed attending members.

Agenda Item 2- Minutes from January 17, 2010 Meeting

The minutes from March 8, 2011 were reviewed.

MOTION: **Roni Alexander** motioned to approve the minutes.

SECOND: **Lauren Johnson** seconded the motion.

COMMITTEE CONSENSUS: Minutes were approved.

Agenda Item 3- Review possible PSA videos submitted by EVIT class

Kelsey Wolf led the discussion and viewing of the final 7 videos which may possibly be used for submittal as PSA's. We narrowed down our top 3 choices and are hopeful the EVIT students will make the changes necessary to bring the quality to one appropriate for this use.

Possible places to submit include: Harkins Theaters, Pollack Theater on Elliot, Channel 8, other TV stations, AZ Central (on-line) and East Valley Tribune (on-line) and on our Coalition website.

Agenda Item 4 – Coalition Logo Update

Kelsey Wolf reported the new logo should be back from the City's graphic designer in time for us to review at our May meeting.

Agenda Item 5- Future Agenda Items

Final videos for PSA's

New logo design

The committee's next meeting will be on **May 10, 2011 at 3:00 p.m.**

Meeting adjourned at 4:00 p.m.

Prepared by: Bobbie Cassano

Bobbie Cassano, Coalition Coordinator